

FANS MATTER!

VOLUNTEER MANAGEMENT SESSION 1

Presentation and Workbook

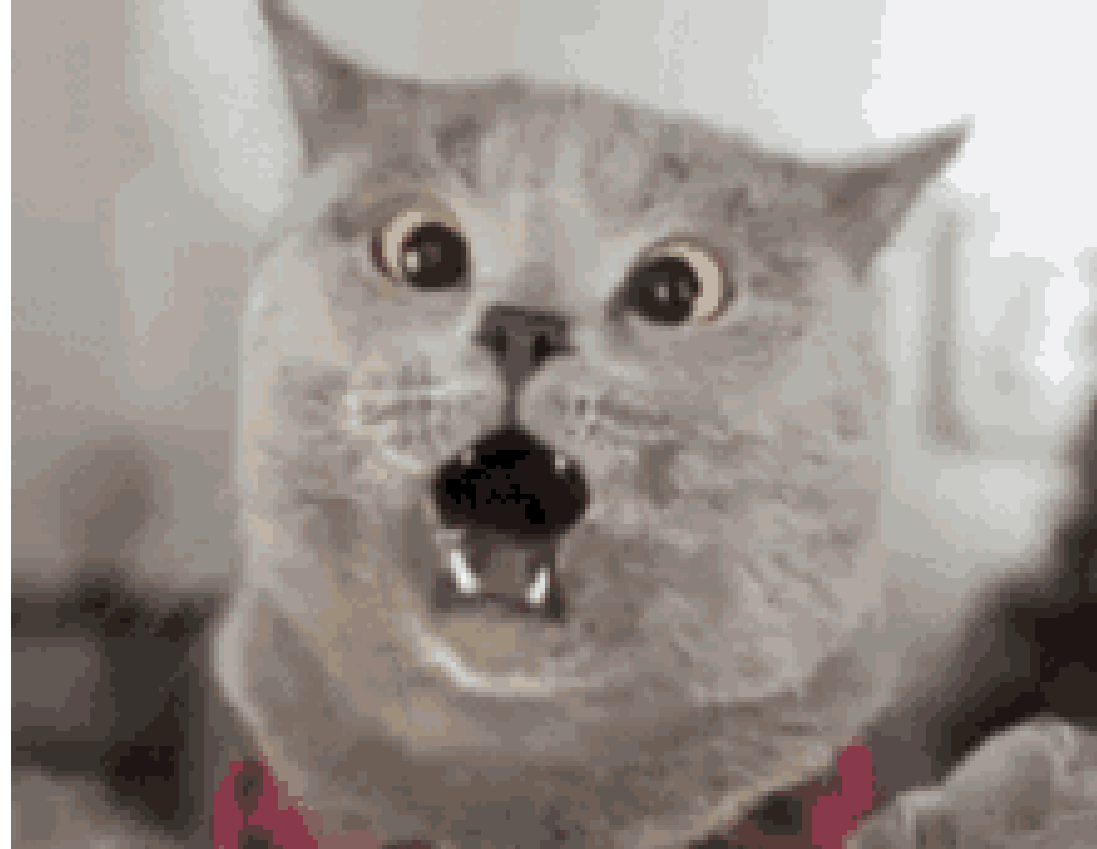
*Kat Craig, CEO Athlead CIC
SD Europe Advisory Board*



www.sdeurope.eu

ICEBREAKER

1. Take a minute to think of a surprising fact or anecdote about yourself. Extra points if it's embarrassing or funny.
2. Share it in the chat.
3. Pick someone else's fact that you particularly like or find surprising and be ready to ask a question about it!



MY BACKGROUND



Our Table

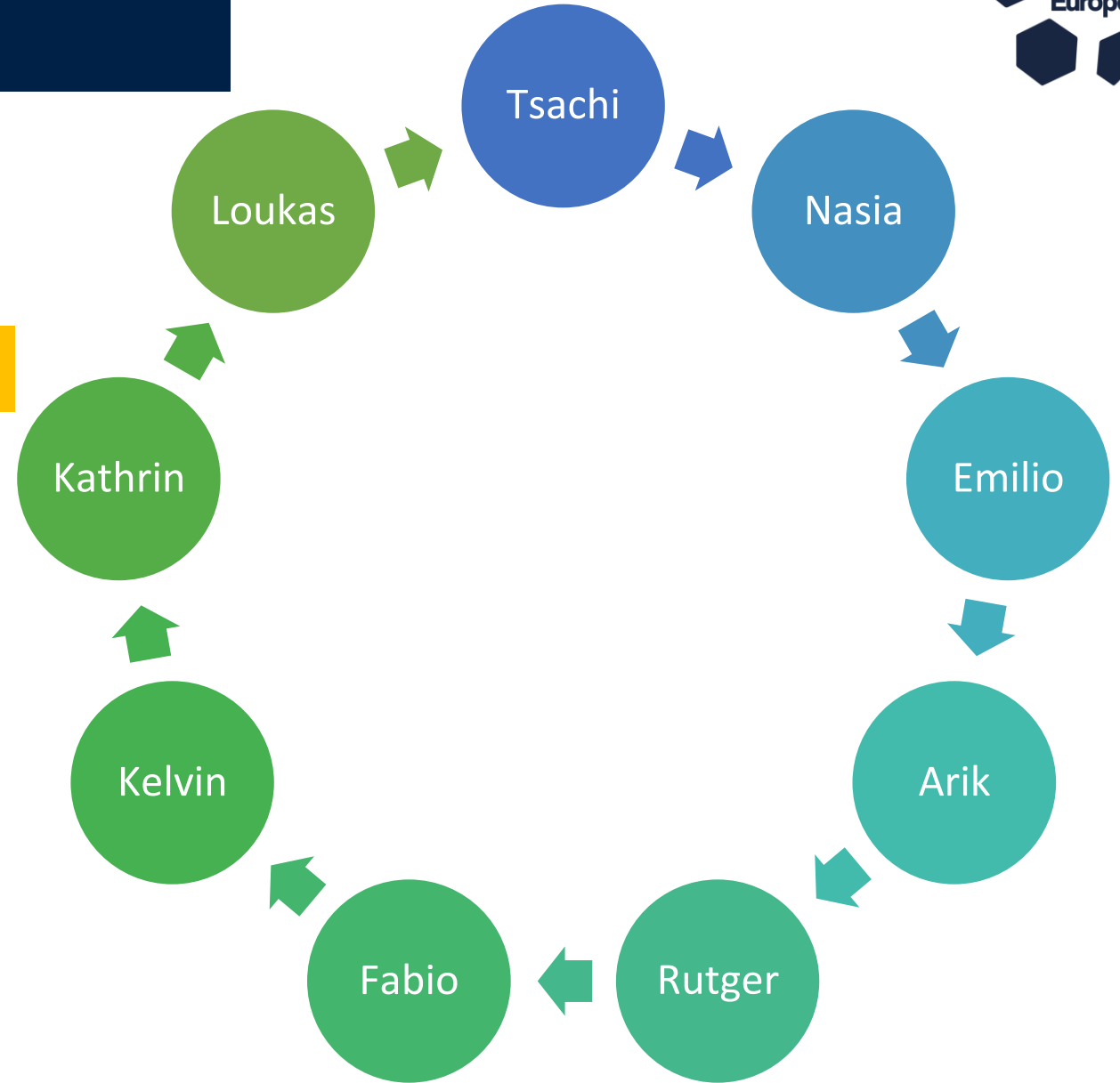


Anyone missing?

Remember the person before and after you

Take a screenshot of the table if your memory is not very good!

Introduce yourself with your name and your organization + your favourite sport (other than football!)



TODAY'S AGENDA



1. Ground Rules and Key Learning Outcomes
2. Understanding the Importance of Volunteers
3. Understanding Volunteers' Motivation
4. What Makes a Great Volunteer

PART 1: GROUND RULES AND KEY LEARNING OUTCOMES



GROUND RULES



- Be respectful, inclusive and supportive
- Get involved!
- Camera on, if possible
- Eating and drinking is fine
- If you need to step away, we understand

KEY LEARNING OUTCOMES



- 1. UNDERSTAND KEY PRINCIPLES OF GOOD VOLUNTEER MANAGEMENT**
- 2. CO-CREATE AND LEARN TO APPLY PRACTICAL TOOLS**
- 1. HAVE ACCESS TO LEARNING AND WORKSHOP TECHNIQUES FOR YOUR SESSIONS**

KEY LEARNING OUTCOMES



Learning tip:

This is less technical than, for example, governance as a topic. In many ways that makes it easier and more intuitive. The tools can and should be reasonably simple.

But it's also about building and embedding culture, which is one of the greatest challenges clubs and teams face. So create plenty of space for discussion, reflection and discussing problems together.

PART 2: UNDERSTANDING THE IMPORTANCE OF VOLUNTEERS



EXERCISE – Valuing your Volunteers



1. Get a piece of paper and a marker pen
2. Reflect on the question:

On a scale of 1-10, how important are volunteers to the membership of your organisation or the clubs you're going to support?

Why did you assign that number?

3. Write the number and hold it up when you're done
4. Starting with the lowest, give your reasons. Each person has to decide when their turn is!
5. At the end, **write in the chat one really interesting point of view** that you hadn't considered before.

EXERCISE – Valuing your Volunteers



ADAPTING THIS EXERCISE FOR IN-PERSON SESSIONS

- Write the number 1 on one A4 paper and stick it at one end of the longest wall in your room. Write the number 10 on another A4 and stick it at the other end.
- Stick a flipchart paper at the other side of the room, with the title “Valuing your Volunteers”
- Ask people to internally reflect on and answer the same question. (***On a scale of 1-10, how important are volunteers to the membership of your organisation or the clubs you’re going to support?***)
- Then, instead of holding up a paper with the number, get them to take a place along the wall to represent the value on the scale of 1 -10.
- The participants will have to engage with their neighbours to find out if they are higher or lower on the scale – don’t give them too long, you want them energetically asking around!
- Then, starting at the lowest end and working up to the highest, get them to explain the value they gave and why. Use a timer or alarm to keep people to one or two minutes.
- At the end of the session, give everyone two minutes to write something on a post-it that they learnt or found helpful from what others said. Get them all to add the post-its onto the Valuing your Volunteers flipchart paper.
- **BONUS:** if people get the number wrong, you can make them do a forfeit, either by spinning a wheel or picking a forfeit out of a hat.

FORFEIT WHEEL



EXERCISE – Valuing your Volunteers



LEARNING TIP

There are no right or wrong answers in this exercise so encourage people to be frank.

If you don't need volunteers then perhaps you should invest less resources – or at least consider how important offering opportunities is to your club's overall mission.

The key here is to help people to start to think about how much of a priority volunteers are, so they can make choices.

THE VALUE OF VOLUNTEERS



No one-size-fits-all! The value of volunteers will depend on:

- the size and budget of the club
- the activities of the club
- the mission of the club

But volunteers can bring a huge range of benefits:

- Increase capacity
- Engage a more diverse range of skills, experience and knowledge
- Build relationships within the community in which you work and contribute to supporting others in your community
- Reach more of your beneficiaries
- Inform the development and delivery of your activities, projects or services by bringing in new opinions, ideas or approaches.
- Deliver your service or projects in a more effective and efficient way which can help to save money and resources.

Spend some time reflecting on what volunteers mean for your organisation and how much of a priority they are.

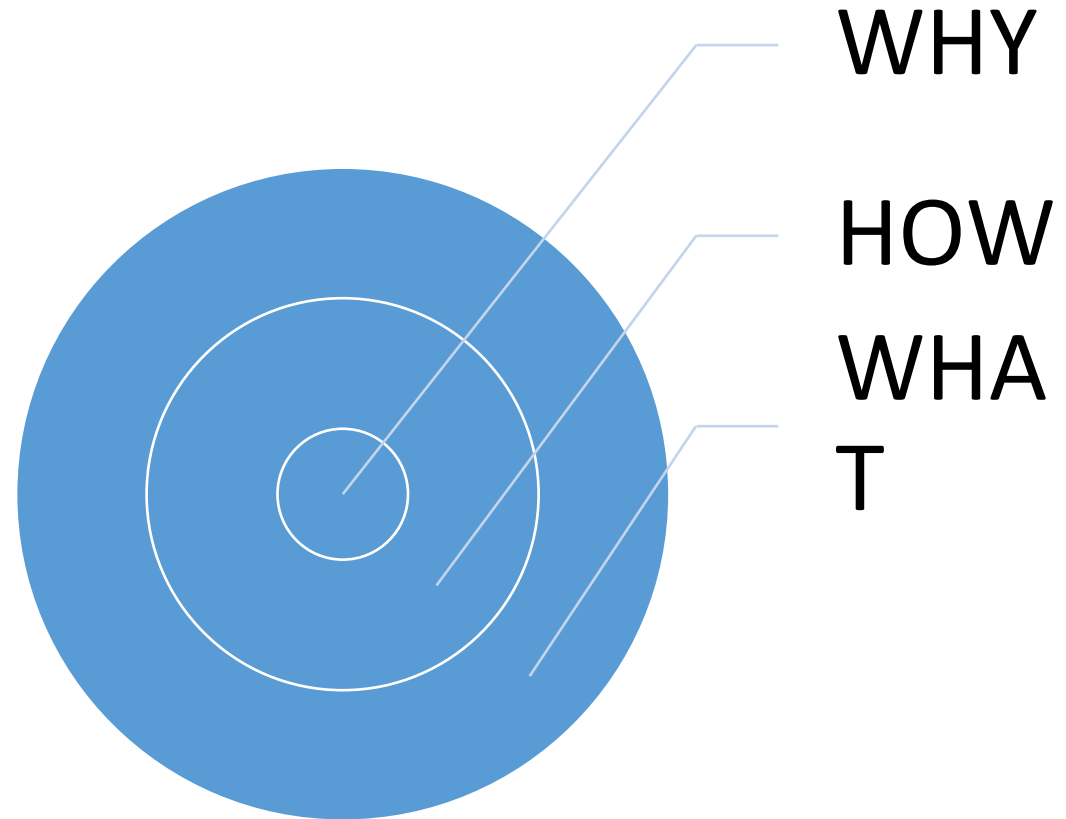
DESIGNING A VOLUNTEER STRATEGY



- It's important that the way you involve volunteers in your organisation aligns with your strategic aims.
- A good strategy ensures that volunteering is embedded within the overall vision, values, culture and aims of the organisation and its impact is recognised and communicated.
- Volunteer involvement is reflected in management, financial and resource planning.
- Everyone is on the same page

The Golden Circle: Start with **Why**

Simon Sinek: How great
leaders inspire great change



DESIGNING A VOLUNTEER STRATEGY



WHY:

- Impact and importance of volunteering
- Benefits of volunteering
- Vision for volunteering and your reasons for involving volunteers

HOW:

- Recruitment
- Retention
- Management/Support
- Removal

WHAT

- Volunteer roles and functions, compared to staff
- The SUPER 6: Coaching, Officiating, Marketing and Promoting, Facilities, Club Development, Running the Club

EXERCISE – Designing a volunteer strategy



1. Make a careful note of which group you're in
1. Click on the Google Doc link to a scenario with that number
1. When you've opened the Google Doc link, give me a (virtual or IRL) thumbs up

EXERCISE – Designing a volunteer strategy



Group 1:

Loukas, Kathrin, Kelvin, Fabio, Rutger

<https://docs.google.com/document/d/1W7boPW2z7ZL6RUgmVEfRZTBXgyzwTSdyw-sR16235Aw/edit?usp=sharing>

Group 2:

Tsachi, Nasia, Emilio, Arik

<https://docs.google.com/document/d/1FfkeGd2eUyPwjWtzgbzgU0cMH-qc1FyMejJCNEaMR0/edit?usp=sharing>

EXERCISE – Designing a volunteer strategy



ADAPTING THIS EXERCISE FOR IN-PERSON SESSIONS

- This exercise can be done in teams of 2-5 people.
- Get people to clear all tables and chairs to the sides of the room, or better yet go outside.
- Get people to jog around in a space (you can mark out a square with cones)
- Every now and again, shout out characteristics for people to get into groups. For example: “Get into groups with someone with the same colour shirt!” or “get into groups with someone wearing the same brand of shoes!”. Each time you have a group of about the right size, get them to stand to one side as a group. If you are left with one or two people who aren’t in groups you can add them to an existing group.
- Once everyone has been allocated into a group, you can start the exercise by giving them a scenario and instructions in hard copy. Also give them flip chart paper and pens.
- Encourage them to find a comfortable, separate space to discuss.
- **BONUS:** you can also get people to do this exercise dribbling a ball.

DESIGNING A VOLUNTEER STRATEGY



Some questions to consider

- Why are you involving volunteers in your organisation or group?
- How does volunteering fit into the values of your organisation?
- What aspects of the club's culture will be relevant to volunteers?
- What roles need to be filled, and can they be developed to engage volunteers productively, with meaning and value or do they require staff?
- How are you going to support, supervise, develop and recognise your volunteers?
- Who else in your organisation will be affected? Do they need to be consulted?
- How are you going to attract, recruit and select your volunteers?
- How do you keep everyone safe? What are the risks?
- What resources do you need to achieve the above?
- Who has responsibility to ensure the strategy is being implemented, how do you measure success, and when will it be reviewed?
- Which external partners might be relevant (educational institutions, local businesses, job centres, isolated communities)
- How do you make the process accessible to different people – acknowledge the barriers

DESIGNING A VOLUNTEER STRATEGY



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KEY PRINCIPLES OF GOOD VOL MANAGEMENT

1. Reflect on how important volunteers are to your organisation and why you want/need them. Prioritise and allocate resources accordingly.

TOOL: Volunteer Strategy

PART 3: UNDERSTANDING VOLUNTEERS' MOTIVATION



MOTIVATING VOLUNTEERS



The differences and similarities between paid staff and volunteers:

- Many similar techniques and tools
- But less clean transaction

Find out what makes people tick

- Becoming part of a team
- Meeting new people
- Learning new skills
- Helping others and giving something back into sport
- To do something different to the day job
- To build self-confidence
- Route into paid work

Think about your best volunteering experience (where you were a volunteer). What made you enjoy it? Can you think of something specific someone did that improved the experience?

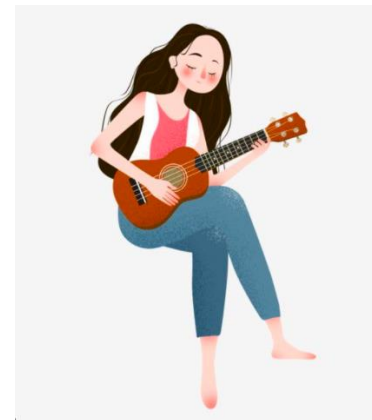
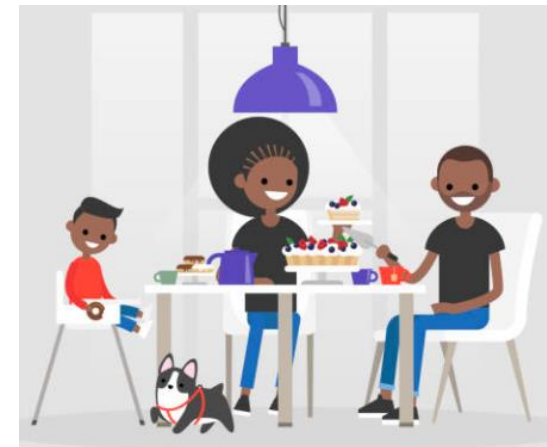
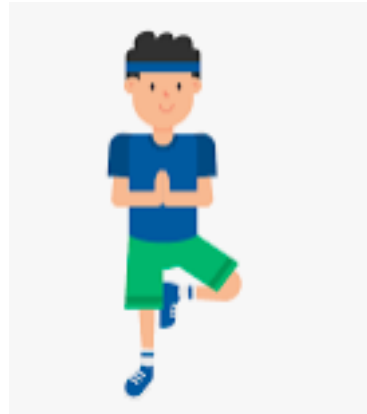
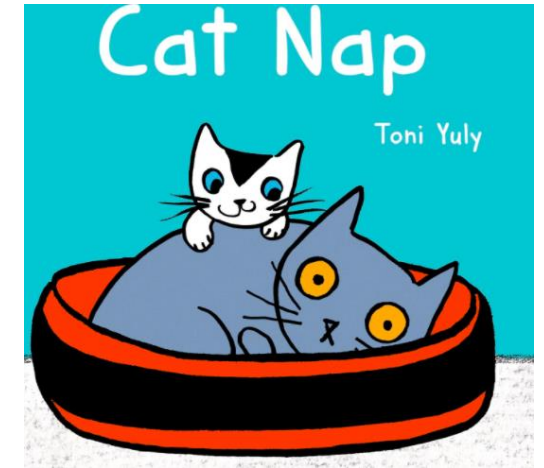
BREAK TIME!



**See you back here at
8pm CET**

WELCOME BACK!

Which of these best represents how you spent your break:



EXERCISE – Motivating your volunteers



Think about your best volunteering experience (where you were a volunteer). What made you enjoy it? Can you think of something specific someone did that really improved your experience?

Share your experience in two minutes or less, and then hand over to the next person at the “table” by saying their name and their favourite sport.

EXERCISE – Motivating your volunteers



FACILITATION TIP

Because you've asked people to reflect on this in advance (even if only in a break), you can be quite quick at working through this exercise.

It's an energiser as much as anything else!

MOTIVATING VOLUNTEERS



Traits that volunteers value:

Inclusive: welcome and accessible to all

Flexible: takes into account people's individual life circumstances

Impactful: makes a positive difference

Connected: gives a sense of connection to others, to the cause and/or an organisation

Balanced: does not overburden with unnecessary processes

Enjoyable: provides enjoyment, people feel good about what they are doing

Voluntary: the volunteer has freely chosen to do it

Meaningful: resonates with volunteers' lives, interests and priorities

Does your volunteer strategy facilitate this experience?

How do you know what motivates a particular person?

EXERCISE – Motivating your volunteers



Take two minutes to write down as many answers to this question:

What questions would you ask your volunteers to reflect on to tease out their motivations?

Ready....

Steady...

...GO!

KEY PRINCIPLES OF GOOD VOL MANAGEMENT

1. Reflect on how important volunteers are to your organisation and why you want/need them. Prioritise and allocate resources accordingly.

Tool:

- **Volunteer Strategy**

2. Understand and agree what motivates your volunteers

Tools

- Application form
- Volunteer development form
- Exit interview

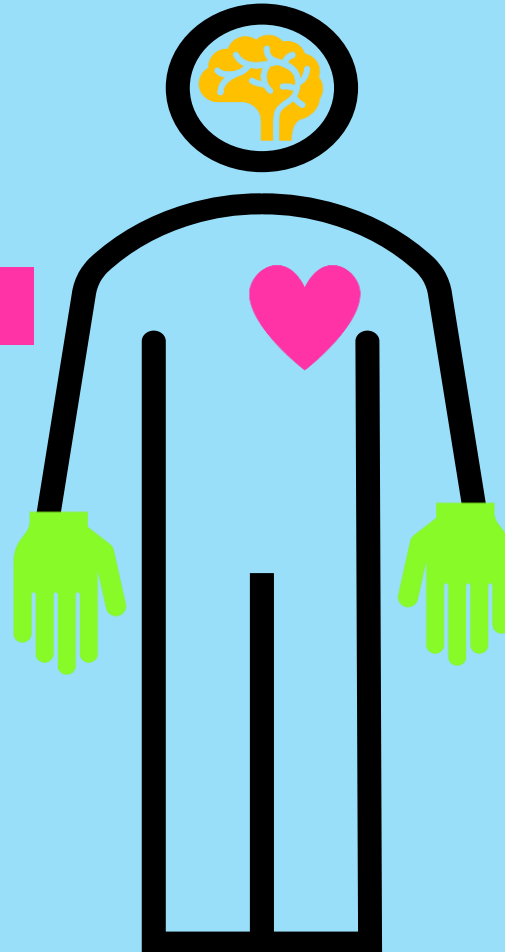
CHAPTER 4: WHAT MAKES A GREAT VOLUNTEER



EXERCISE – The Perfect Volunteer

*Think about the best volunteer you've ever worked with (for example a volunteer you worked with or managed).
What made them great?*

Feel



Think

Do

EXERCISE – The Perfect Volunteer



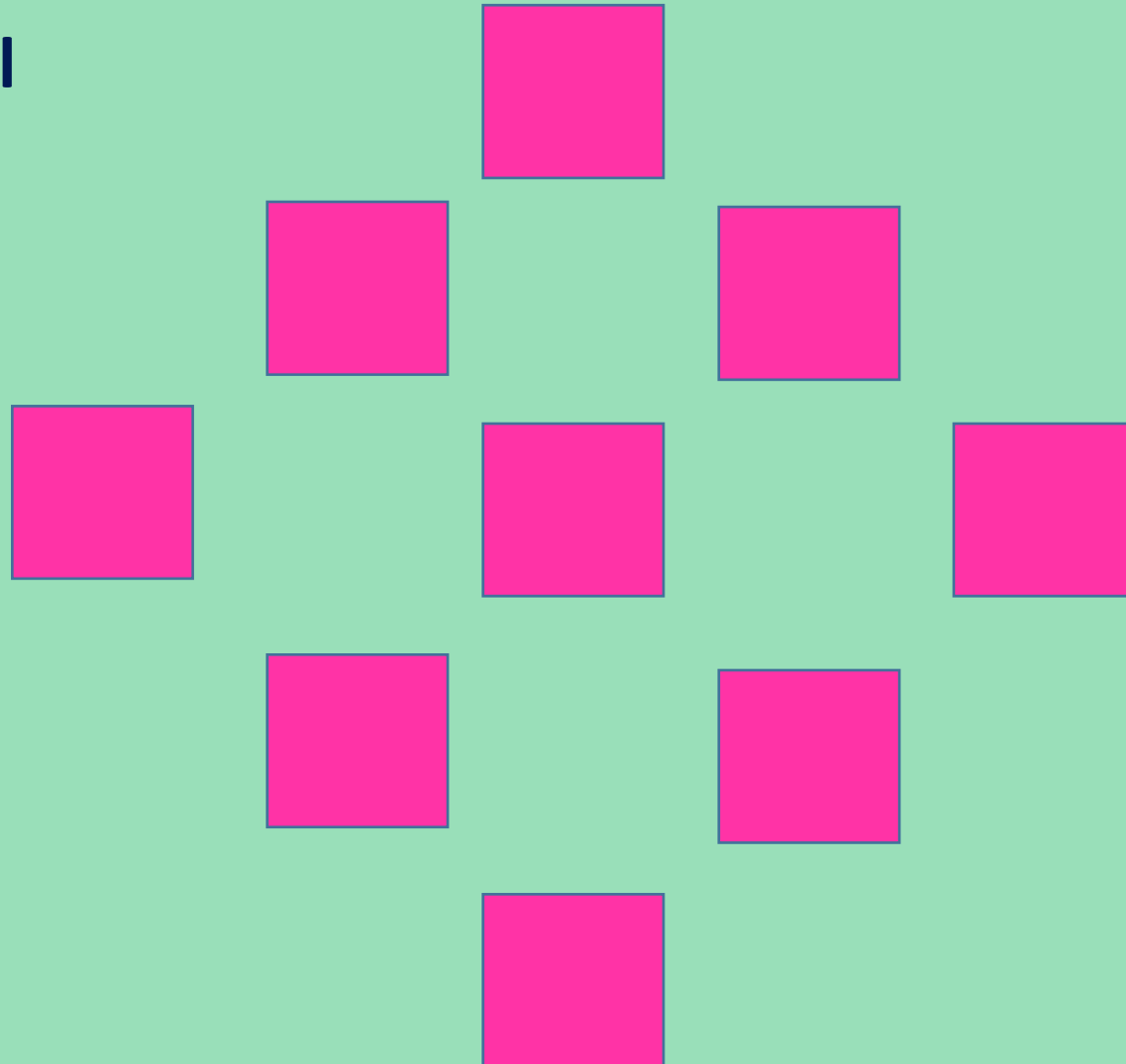
ADAPTING THIS EXERCISE FOR IN-PERSON SESSIONS

- Split the groups into teams of 2– 4 people.
- Give each of them a flipchart paper with an outline of a person draw on it
- Give them three piles of post-its in different colours: yellow for THINK, pink for FEEL, and green for DO
- Get them to write their ideas on the post-its and place them next to the head, heart and hands
- At the end of the break out discussion give each person ten small stickers and ask them to distribute them across the post-its from other people. They can distribute them evenly or all on one post it!
- Get them all to pick one or two key characteristics and report back on why these were so important to them.
- While participants are taking a break, take all the post its off and rank them based on the number of stickers and stars. You can use a “Diamond Nine” model.
- When they come back from the break get them to spend five minutes reviewing this ranking.
- Allow for another 10 – 20 minute discussion about where they agree and disagree. The aim is not to build consensus but get them talking, and get them to understand the many different skills we expect and different demands we make of volunteers.

EXERCISE – The Perfect Volunteer



Diamond Nine Model



EXERCISE – The Perfect Volunteer



LEARNING TIP

There are no right or wrong answers to this question. The aim of the process is not so much to define the perfect volunteer (is there any such thing?!) but to get people to think about and articulate what their expectations are.

If you don't tell people what is expected of them, they will most likely fall short of those expectations!

This will differ from organisation to organisation, and role to role. So the intended outcome is to get each organisation to outline their expectations in a way that can be really clearly communicated to their volunteers. These targets can become indicators of success for any reward, incentivisation or award scheme.

KEY PRINCIPLES OF GOOD VOL MANAGEMENT

1. Reflect on how important volunteers are to your organisation and why you want/need them. Prioritise and allocate resources accordingly.

Tool:

- **Volunteer Strategy**

2. Understand and agree what motivates your volunteers

Tools

- Application form
- Volunteer development form
- Exit interview

3. Articulate your expectations so volunteers know what the target is

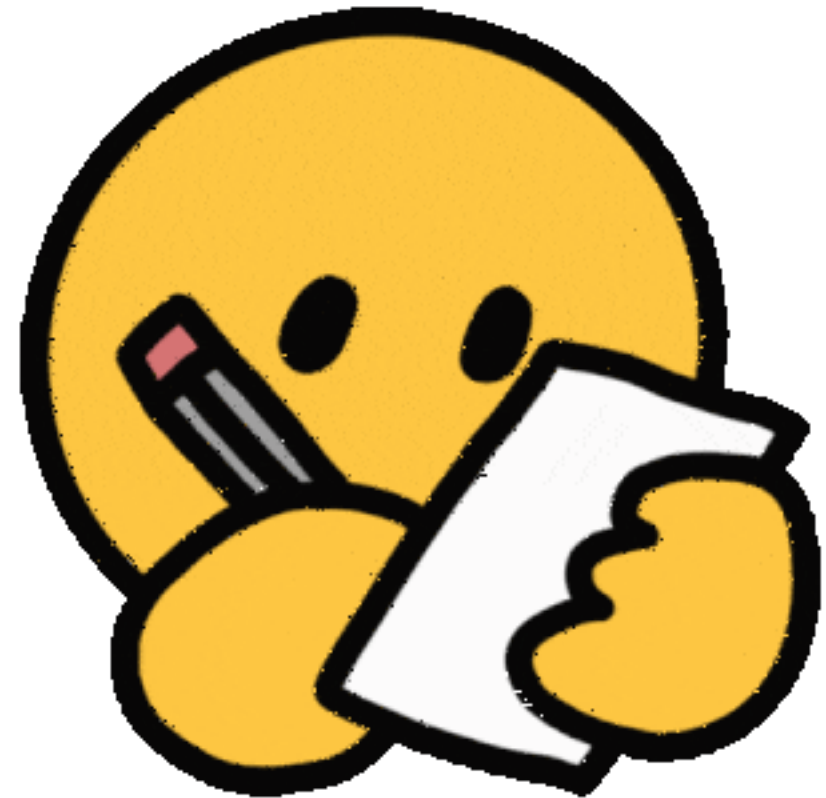
Tools

- Recruitment Ad
- Job Description
- Induction Process
- Incentivisation, rewards or award scheme

Homework before the next session

Before the next session

- Bring your **BEST SNACK** to the session and be ready to explain **WHY** this is the best snack.
- Think of **THREE THINGS** that have or could go wrong when it comes to volunteers.



Thanks a lot!

See you on



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